

MOST CARS IN SHOW HAVE MOTO-METERS

Thirty-seven Out of 56 Are So
Equipped—Device Really
a Necessity.

Many people who have attended the New York Automobile Show this week have commented upon the fact that there are so many cars equipped with Hoyce Moto-Meters. The fact is that of the fifty-six different passenger cars being exhibited at the present New York Automobile Show, thirty-seven are equipped with Hoyce Moto-Meters.

This remarkable showing has brought up the question in the minds of the buyer as well as the dealer: "Why have the manufacturers adopted the Hoyce Moto-Meter as standard equipment?" Engineers of the many automobile manufacturing concerns know that the internal combustion engine operates at a high temperature. This temperature, however, varies in different engines. The Hoyce Moto-Meter is so constructed as to show the driver at all times that temperature at which he should drive his engine, in order to make it perform perfectly as near as possible. Once that temperature has been found out the Hoyce Moto-Meter enables the driver to keep his engine running at maximum efficiency at all times whether going uphill, down a hill, or at a rate of speed and in cold as well as hot weather.

Rated as an Essential.

Any engine that is worth while having is of sufficient value to be kept in good condition, and therefore the engineers have recommended the adoption of the Hoyce Moto-Meter as an essential to help keep their motors in that condition of maximum efficiency.

No one, even the engineer himself, could to any degree of certainty know when the motor was operating under conditions which would cause overheating until such overheating had gone to such a degree as to cause damage until the Hoyce Moto-Meter came to their attention. In the case of the ordinary car owner this condition was more pronounced, and it was in the majority of cases that the motor was invariably driven up to the point of overheating before damage was done. When the motor refused to operate, then did the driver start to investigate. By using the Hoyce Moto-Meter, however, the warning in time of motor trouble, so as to make his minor repairs before serious complications have set in, and thus save himself the expense of serious repairs, burned bearings, warped valves, etc.

Because of the above unquestionably overheating of the motor was the first condition that made the necessity of such a thing as a motor meter apparently greatly needed. Later it was learned that the moto-meter was necessary so as to keep the engine regulated at the most efficient temperature and prevent an overheating effect, caused by practically any radiating system. The cooling systems are now built sufficiently large enough to properly cool a motor even in the hottest climate, and during the hottest part of the year. These cooling systems are often constructed of such a capacity as to have an overheating effect. The result was that such devices as radiator covers, radiator shutters, thermostats, etc., were put upon, in order to eliminate the possibility of this overheating effect.

Shows Excessive Cold Also.

But great difficulty was experienced by the operator in telling when his engine was running at exactly the right temperature. Here again the Hoyce Moto-Meter came to the rescue, for it not only shows the operator when his motor is running overheated, but it also shows when he is running his motor at too cold a temperature.

The Hoyce Moto-Meter taking the temperature of the cooling system indicates when there is something wrong with the motor from fifteen to twenty minutes before actual damage can occur. Therefore, any one, by using the Hoyce Moto-Meter can quickly observe that there is something wrong with his engine time enough in advance of actual damage, so as to be able to have this wrong corrected before such damage has occurred as to necessitate costly repairs.

There is no manufacturer who does not have a certain pride in the durability of his product, and as the Hoyce Moto-Meter increases that durability to a very considerable extent, it is only natural that the trend was to adopt this instrument as standard factory equipment.

LIGHT WEIGHT, HIGH QUALITY.

New Essex Is Notable for Excellence of Design and Materials.

"In the Essex, which is displayed at the automobile show this year for the first time, being the only newcomer among the many exhibitors, only the highest grade of materials and workmanship have been used," said Harry S. Houghton, today.

"It was designed by some of the leading engineers in America to meet the demand for a high grade car, light in weight, economical in upkeep and moderate in price.

"At the same time it has the easy riding qualities, the power for hills and acceleration and smooth flexibility of operation and the beauty of outline of the most costly cars on the market. The result is a car which is built at the expense of high first cost and heavy maintenance expense. The Essex combines the advantages of both these types."

"In the designing of the Essex nothing in the way of comfort was sacrificed to obtain mere appearance. "In the past automobiles have been developed along two widely different lines. One has been toward a cheap, light car. Economy of operation and low first cost have been its chief advantages. The other trend has been toward luxury, comfort and endurance at the expense of high first cost and heavy maintenance expense. The Essex combines the advantages of both these types."

See the complete line of big powerful one to five-ton Selden Trucks on display here. Selden Trucks will not be shown at Madison Square Garden or the 69th Regiment Armory.

The officers from the Home Office of the Selden Company, during the week of the Show and cordially invite Dealers and Investors contemplating taking over a line of Selden Trucks to call upon them.

SELDEN TRUCK SALES COMPANY
Factory & Home Office,
Haverhill, N. Y. U. S. A.
MANHATTAN TRUCKS CORP.
235-236 West 124th St., New York City

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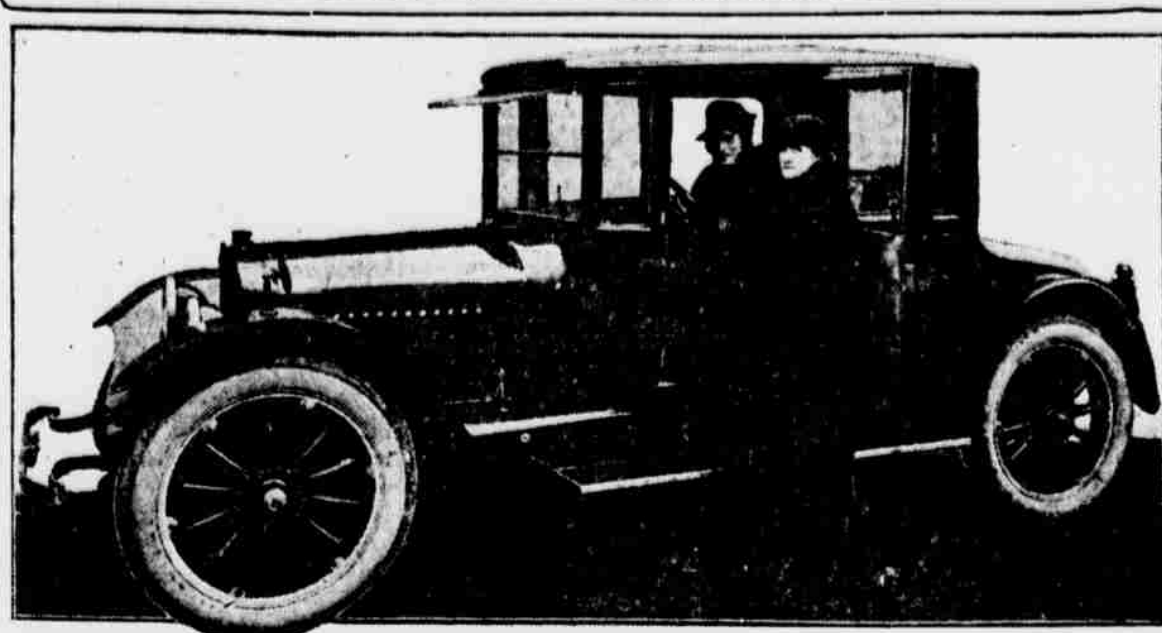
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Motor to Chicago and Back in Standard Eight



The Misses Buchanan and Sweetland of Newark have just reached home with an interesting story of their trip to Chicago in a Standard Eight coupe. Starting from Newark on Saturday afternoon they reached Chicago on Wednesday, following a route through Philadelphia, Gettysburg, Pittsburgh, Cleveland, Sandusky, Toledo and South Bend. Although they encountered bad roads in Indiana and Ohio and found the mountain roads full of army trucks, Miss Buchanan, who drove the entire distance, is most enthusiastic about the whole trip and the way her Standard Eight behaved. Her car ate up every hill and passed everything on the road. She has made the trip before in other cars which she has owned, but never in such a short time nor with such perfect comfort.

NATIONAL FEATURES CONVERTIBLE SEDAN
Exhibit of Poertner Company
Attracts Attention at the Show.

In its closed car exhibit at the show the National Motor Car and Vehicle Corporation, for which the Poertner Motor Car Company is Eastern distributor, is featuring the new National convertible sedan body.

There is no denying the fact that for winter use the open car leaves much to be desired. On bright sunny days when the thermometer does not register too low riding in the open may be enjoyed, but in bitter cold weather or in rain or snow the bow top and flapping side curtains let in plenty of cold air and make the ride a very chilly one. With the National convertible sedan body it is a different story.

This top consists of a substantial hardwood frame covered with a high quality leather and strung with strong wire. Needless weight, common to many closed cars and a vital item in operating and maintenance cost, has been eliminated. The sedan rides over rough roads without bumping and sideways, which is due largely to carefully studied and scientific weight distribution. The expert body construction eliminates the squeaks and rattles common to many closed cars.

In converting this National sedan into an open car the glass in the door and center section is lowered into the body wall; the rear glass is either lowered half way or taken out entirely to be stored behind the tonneau seat. The pillars, which are readily removable, are placed in boxes under the rear seat.

This model is finished in either of the two standard National colors, highway blue or highway gray, and is upholstered in fine quality gray motor cloth. The individual front seats provide a passage between the front and rear compartments and the auxiliary chairs are of the disappearing type, folding out of sight in back of the front seats when not in use. Illumination is by electric lights in each corner of the rear section, and the step light, immediately under the tonneau door, works automatically with the opening and closing of the door.

The appointments include vanity case, match carrier, cigar holder, ash receptacle and flower vase. The wide performance range of this model is commensurate with its ready adaptability to meet changes of weather. The flexible motor power and the sturdy but lightweight body construction being cardinal points of merit which make this car a useful all task automobile. It is a solution for the winter driving problem both practical and economical.

Nash Distributer

A. G. KAUFMANN,
President, Kaufmann-Stowers Company, Nash and Premier Distributors.

**Now You Must Decide—
What Car It Shall Be**

You should make it a "Saxon Six," because a comparison of the features of "Saxon Six" with those of higher-priced cars discloses a big credit balance in favor of Saxon.

Continental Motor
SAXON \$1195.00
Dodge 1850.00
Ford 1700.00
Packard 2400.00
Cadillac 2500.00
Hudson 2200.00
Buick 2100.00
Chrysler 2300.00
Vauxhall 2000.00
Liberty 1570.00

Timken Axles
SAXON \$1195.00
Dodge 1850.00
Ford 1700.00
Packard 2400.00
Cadillac 2500.00
Hudson 2200.00
Buick 2100.00
Chrysler 2300.00
Vauxhall 2000.00
Liberty 1570.00

Timken Bearings
SAXON \$1195.00
Dodge 1850.00
Ford 1700.00
Packard 2400.00
Cadillac 2500.00
Hudson 2200.00
Buick 2100.00
Chrysler 2300.00
Vauxhall 2000.00
Liberty 1570.00

Spiral Bevel Gear
SAXON \$1195.00
Dodge 1850.00
Ford 1700.00
Packard 2400.00
Cadillac 2500.00
Hudson 2200.00
Buick 2100.00
Chrysler 2300.00
Vauxhall 2000.00
Liberty 1570.00

Fedders Radiator
SAXON \$1195.00
Dodge 1850.00
Ford 1700.00
Packard 2400.00
Cadillac 2500.00
Hudson 2200.00
Buick 2100.00
Chrysler 2300.00
Vauxhall 2000.00
Liberty 1570.00

Stromberg Carburetor
SAXON \$1195.00
Dodge 1850.00
Ford 1700.00
Packard 2400.00
Cadillac 2500.00
Hudson 2200.00
Buick 2100.00
Chrysler 2300.00
Vauxhall 2000.00
Liberty 1570.00

Remy Ignition
SAXON \$1195.00
Dodge 1850.00
Ford 1700.00
Packard 2400.00
Cadillac 2500.00
Hudson 2200.00
Buick 2100.00
Chrysler 2300.00
Vauxhall 2000.00
Liberty 1570.00

"Exide" Storage Battery
SAXON \$1195.00
Dodge 1850.00
Ford 1700.00
Packard 2400.00
Cadillac 2500.00
Hudson 2200.00
Buick 2100.00
Chrysler 2300.00
Vauxhall 2000.00
Liberty 1570.00

Semi-Floating Axle
SAXON \$1195.00
Dodge 1850.00
Ford 1700.00
Packard 2400.00
Cadillac 2500.00
Hudson 2200.00
Buick 2100.00
Chrysler 2300.00
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RIGHT HAND DRIVE FOR EXPORT CARS

Special Models Exhibited in
Garden by General Motors
Export Co.

An innovation at this year's auto show is the participation by the General Motors Export Company, an organization interested exclusively in the marketing of motor cars overseas. This important unit of the General Motors Corporation has engaged Booth 5A at Madison Square Garden and during show week will exhibit a complete line of export models of the passenger cars and trucks which it is now manufacturing. In speaking of the proposed exhibit P. S. Steenstrup, general manager of the company, said:

"The booth which we now occupy in the Madison Square Garden is in the nature of a reception room for overseas visitors, but we have on display at our showroom at 1764 Broadway a complete line of the export models of Buick, Cadillac, Chevrolet, Oakland, Oldsmobile and Scripps-Booth passenger cars, also M. C. trucks, the seven General Motors lines which we market overseas."

"The preference of overseas buyers make a special display of export models desirable and essential. It is a fact not generally known to American motorists that the great majority of cars shipped into foreign territories have the drive on the right hand side of the car, as is the practice on all modern American cars. This preference for right hand drive is due to the custom of turning to the left instead of to the right, passing other vehicles which prevail in England, the British colonies and many other countries. Cars for export are generally painted dark gray instead of the colors in favor in this country, and have khaki colored instead of the black tops. Other preferences which vary greatly in the different foreign markets for peculiarities in design and mechanical construction greatly weaken the appeal which the standard domestic car make to the overseas motorist."

"The export business is essential to the continued prosperity and growth of our country and we feel that in making our entry as an exhibitor in the coming New York show, which will undoubtedly attract many overseas buyers, we are not only promoting our business but doing our part to demonstrate to the overseas buyer that American manufacturers desire and value his business and are willing to go to great lengths to obtain and hold it."

WILL MAKE SHOCK ABSORBERS.

Buffalo Company to Manufacture Houdaille Hydraulic Suspension.

Paul V. Clodio has announced that the manufacture of the Houdaille hydraulic suspension in the United States has been turned over to the Houdaille Engineering Company, 1400 West Avenue, Buffalo, N. Y. The officers of this new company include Albert B. Shultz, who was one of the engineers of the Thomas and Storey companies of Buffalo, and lately was connected with the Buffalo Aeroplane Corporation.

Frank R. Clodio, capitalist in Buffalo, is also interested in the active management of the new company. Paul V. Clodio will be a director. He will remain in charge of the sales and distribution in New York and vicinity.

PIERCE-ARROW PRICES STAND.

No Change Before October 1 at Earliest, Says Executive.

Prices of Pierce-Arrow motor trucks and passenger cars will remain unchanged until October 1, 1919, at least, according to an announcement of the Pierce-Arrow Motor Car Company of Buffalo.

"We make this announcement to eliminate misunderstanding," said W. J. Ross, second vice-president and commercial manager.

"Pierce-Arrow prices always are based on material and labor costs plus a fair profit. Therefore during the war the Pierce-Arrow, adhering strictly to its policy, refused to place a false price on its product."

FRANKLIN DEALERS MEET, 110 STRONG

Hold Conference and Dinner
in the Commodore, Dedicating Ballroom.

The meeting of the dealers of the Franklin Automobile Company, held in the Hotel Commodore Wednesday, was the biggest in the sixteen year history of the company. This meeting was the first of its kind to be held in the new hotel, and dedicated the new ball room. One hundred and ten representatives from the East and South were present.

The morning session, which convened at 10:30, was occupied by discussion of plans for 1919. S. E. Ackerman, sales manager, presided and outlined a broad program for the year. He mentioned especially that the Franklin factory was fast getting back to normal production and had set as its mark for 1919 an output of 12,000 cars. Other department heads of the Franklin company to speak were H. H. Goodhart, advertising manager; E. L. Baker, service manager; and Ralph Murphy, chief engineer.

Several dealers from various sections told of the interest that is now holding for the Franklin car and left the very distinct impression that business conditions, and especially the outlook for automobile sales, were everywhere most favorable. Already Franklin dealers have created a country wide over demand. Glenn A. Tisdale, New York distributor for the Franklin car, said one of those called upon.

The visiting dealers were entertained at luncheon by H. H. Franklin, president of the company, after which Mr. Wright, a widely known authority on scientific merchandising, delivered an address that was received most enthusiastically. In the opinion of Mr. Wright the present day merchandiser is living in a wonderful age, with opportunity that has never before been presented.

HELPS DODGE CAR OWNERS.

Colt-Stratton Co. Maintains Investigation Department.

The Colt-Stratton Company maintains an investigation department that has become very well known among owners of Dodge Bros. motor cars.

One of the foremost duties of this department is the dissemination of data that aids an owner in securing the maximum efficiency and service from his automobile. Information on tire economy, fuel economy, parts economy, together with many others are the salient features which are all broadly and comprehensively covered. Many of the finer points of motor car operation which in themselves are small, yet may cause great damage, are explained to every one operating a Dodge Bros. motor car.

Thus it can readily be seen that this investigation is of twofold service; not only does it correct small troubles but it continually drives home the old proverb that "an ounce of prevention is worth a pound of cure." Owners say that this work eliminates all possible cause for annoyance and unnecessary trouble.

Buys Marmon Car.

R. Vanderbilt was one of those who bought Marmon cars at the show yesterday. This exhibit has attracted throngs and numerous sales have been made on the spot.

ANNUAL PAIGE DINNER.

Dealers and Executives Gather in Helsenweber's.

Paige dealers and executives of the Paige-Detroit Motor Car Company gathered in Helsenweber's last evening for dinner and a programme that was an equal blend of business, good fellowship and entertainment. These dinners are held each year during the Automobile Show.

The principal talk of the evening was by Harry M. Jewett, president of the Paige company, who spoke on general economic conditions and the outlook for the year. Among those present were:

Henry Krohn, sales manager of the Paige; A. L. Tisch, advertising manager; Kirk B. Alexander and W. Haddon Jenkins, Jr.

NOW RETAIL SALES HEAD.

H. E. Weiner Promoted by Maxwell Branch Here.

Harry E. Weiner, who has been connected with the New York branch of the Maxwell Motor Sales Corporation for the past three or four years, has just been appointed retail sales manager of both Maxwell and Chalmers lines.

DAY-ELDER (DE WORMDRIVE) MOTOR TRUCKS

The Best Worm-Drive Trucks at Their Prices The Greatest Combination of Quality and Value Ever Produced.

This is a strong statement, but one which the facts fully warrant us in making and one which you can quickly verify by a comparison of their specifications with those of any other worm-drive trucks of equal carrying capacity.

In DAY-ELDER trucks you have not only the greatest VALUE-GIVING line in America, but the FASTEST SELLING line—but also a line that measures up to the BEST IN QUALITY that the market offers.

This year they lead the van in value-giving by a wider margin than ever. Make up your mind not to leave town this time until you have seen this line. Desirable territory still open. You need not necessarily wait until the truck show opens to see them. Our Metropolitan Distributors, COLT-STRATTON COMPANY, 1847 Broadway (at 59th St.), will gladly allow you to examine this line. Factory representative in attendance. Appointments gladly made for inspection of our plant in Newark, 10 miles from New York.

DAY-ELDER MOTORS CORPORATION
Factory: Newark, N. J.
Colt-Stratton Company, Metropolitan Distributors, 1847 Broadway, New York City.

MODEL A
3500 Pounds \$1775

MODEL B
4500 Pounds \$2075

MODEL D
6000 Pounds \$2450

MODEL C
7000 Pounds \$2750

MODEL F
9000 Pounds \$3450

MODEL E
14000 Pounds \$4500

Rice-Macrae Motor Truck Co., New York Distributors, 330-361 Halsey St., Newark

Manwaring & Goodman, Philadelphia and Eastern Pa. Distributors, Philadelphia

DE

New Victory Model
New in 100 Ways



New Mitchell Sixes

A Radical Revision

Of All Standards in This Class

We announce at this show-time a new-model Mitchell—the greatest advance ever made in a Six.

It is more than a new model. It is a radical revision of all standards in this class. There are more than 100 important improvements.

There are larger parts, higher-grade steels, better heat treatments, more drop forgings. Together they show 50 per cent. added strength and 75 per cent. more endurance.

In the motor we save much power waste. A thermostat controls the temperature of liquids, air and gas. Gasoline is completely vaporized. Thus we save 25 per cent. in operating cost.

The design is new, the color, finish, lines, equipment, top. There are many new standards in body construction.

You have never seen a new-model Six that was new in so many ways.

A Two-Year Ambition

Two years ago we decided that Light Six standards had not been high enough. Lightness had gone too far. Too much had been sacrificed to price.

Time has shown that former standards do not meet today's requirements. So we decided that for our part we would build a new-type car.

We brought in specialists to aid us. This new car represents the two-year efforts of a big and able staff. The war-time lull gave them a great opportunity, while our factory built army trucks.

Today we show you, in this new model, our new conception of a sturdy Six. We show you countless new standards which, in our opinion, every maker in this class must follow.

A Costly Creation

You will find in this new car a hundred ways in which we have added cost. Nearly every part and detail shows distinct improvement.

The new machinery needed, new equipment, cost \$250,000. That for greater accuracy and more exacting tests. There are 135 trained inspectors who watch and test every detail of this car.

Chrome-vanadium and chrome-nickel steels are used in this car in abundance. There are 123 drop forgings.

Yet this new car, with all its improvements, undersells all rivals of like size, power and class.

It is the greatest example of Mitchell efficiency that ever went out from this plant. The complete car is built here—motor, chassis and body—under scientific factory methods. And the savings pay for all the additions.

Come and go over it part by part. There is nothing else in the Six type now anywhere near so new.

\$1475 f. o. b. Factory
120-Inch Wheelbase. Tires 34